Leveraging your thought leaders on social media
Hi!

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ALMOST EVERY LEADER CAN BE SOCIAL.
Reach students more effectively.
Showcase expertise.
Publicize the good things.
Show people you care about them.
STEP 1

Learn all you can about your leader.
Ask 100 random questions.
Which fictional character best represents you?
Note key words and phrases.
STEP 2
Find the right platform for your leader.
Think about which platforms to use for which messages.
Facebook skews older, and personal messages do well here.
Gordon Gee added 2 new photos.

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At work and play ...

6,664 people reached

Like  Comment  Share
Twitter has a more newsy side and is good for punchy lines.
Hey, Tent City: Save me a spot. I will see you later this week.
Instagram is all about the visuals. Cute grandkids? Perfect place.
Tired twins on their way home from school. 😞

bigzainabrina @katelyn_day same

mmswartz Starting them young at #WVU

atighe_25 @k8_reimer @steph_t073

mondazeee

carlsbarkley10 @gracestove us on the way to class

loganberryz I’m the one on the right.
brebeee_5 @shanncoffeyy me and you

ashbailes us rn @ceara_marie

whatuphal @bstolarsky

ntiiili__ Us! 😅@realmoojojojo

jordanfente @zamzou us on the way home from anywhere

realmoojojojo @ntiiili__ absolutely 😂

zamzou @jordanfente HAHA very accurate.
LinkedIn is geared more toward the professional audience.
West Virginia University

Board of Governors updated on WVU's largest, most diverse class ever.

When classes began in mid-August, West Virginia University welcomed the largest, most diverse class in its history. It's also one of the best prepared, Provost Joyce McConnell about/bios told the Board of Governors during its regular meeting...

Like (18) · Comment (4) · 27 days ago

Kathy V, Stefanie Gossard +16

See previous comments

Tina Akers Brown GREAT to have a diverse student population, now work on the faculty and especially the Board of Governors.

24 days ago

Leon Halstead, CCE/A, PMP Excellent overview of WVU's progress...the more diverse student population will benefit from the higher educational standards that WVU is demonstrating. Keep up the great work!

22 days ago
YouTube is great if your leader isn’t camera shy.
Snapchat helps personalize your leader in a visual way.
Looking forward to taking over the @WestVirginiaU Snapchat tomorrow. Get ready for so many selfies.
Elise Slayton
@EliseSlayton

@gordongee’s snapchat takeover made me really excited for WVU this fall! ❤️💛 Lets Go Mountaineers!

LIKE 1
11:53 PM - 7 Mar 2016

aaliyah
@aaliyahbleu

President Gee on WVU snap has made my day a million times better, so ready #WVU20 ❤️💛

LIKES 10
11:37 AM - 7 Mar 2016

April Castro
@AprilMayJune109

President Gee makes me even more excited to be attending WVU this coming fall ❤️💛 @gordongee

LIKES 5
2:52 PM - 7 Mar 2016
Not all platforms will work for all leaders.
STEP 3
Develop a system for you and your leader.
The three ways to manage leaders on social media
“Communicators lead”

Communicators play the role of their leader on social media.
The shared approach

Both communicators and their leaders have access to the account and work together to develop content.
“Leaders lead”

The thought leader nearly always posts as his/herself. Communicators play little to no role in this approach.
COMMUNICATORS SHOULD PLAY A SIGNIFICANT ROLE IN THOUGHT LEADERS’ SOCIAL PRESENCE.
You need 100 percent buy-in from leaders.
After all of that, it’s time to get organized.
STEP 4

Channel your inner leader.
Create and nurture a personality.
Focus on key passions and expert topics.
What about crisis or hot-button issues?
E. Gordon Gee
@gordongee

I am disappointed in the actions by some of our students tonight. Be respectful of each other & those who work to care for this University.

RETweets: 273  LIKES: 542
7:41 PM - 23 Jan 2016

E. Gordon Gee
@gordongee

@FvckDro We need to change the culture. I hope you understand why this is important not just to me but to all of us at WVU.

RETweets: 15  LIKES: 113
8:05 PM - 23 Jan 2016

E. Gordon Gee
@gordongee

It is irresponsible to put our police, fire, & staff at risk. They have gone to such ends to support our students during this winter storm.

RETweets: 210  LIKES: 451
7:42 PM - 23 Jan 2016
This morning, @WVU_Suds woke up and picked up trash along North High Street and Spruce Street. What an awesome guy and mountaineer! #GoFirst

E. Gordon Gee
@gordongee

@WVU_Suds Thank you very much for cleaning up our town today. I am proud of your commitment and glad to have you at this University.
What about those not-so-busy days?
STEP 5
Leverage your leader.
Main account vs. leader account
Become an expert on key topics.
WHAT ABOUT FACULTY?
@WestVirginiaU political science department chairman:

Scott Crichlow @SCrichlow
I teach ~110 17-23 year olds. I swear every single one of them could discuss foreign policy more coherently than Mr. Trump.
#Debates2016 🤍

10/10/16, 6:35 AM
They’re always representatives of our University.
QUESTIONS?